

## ENSIGHTEN MOBILE

# Create more successful mobile app experiences

Drive in-app conversion, engagement and mobile app-driven revenue by delivering satisfying customer experiences.

## MOBILE MARKETING WITH REAL-TIME APP TAG MANAGEMENT AND A/B AND MULTIVARIATE TESTING

Deliver optimized app experiences for users of your native mobile apps. Ensignten Mobile's patented, no-SDK approach gives marketers and mobile teams the power to liberate their mobile app marketing strategy. With Mobile, marketers can conduct app A/B and multivariate tests, deploy third-party marketing technologies within apps, and create a unified view of the customer across the web and mobile apps—all in real-time, without relying on lengthy app development cycles.



### MOBILE APP EXPERIENCE OPTIMIZATION

Quickly create new A/B and multivariate tests without relying on pre-tagging and app hard-coding, or whether consumers download an app update. Learn which content leads to the most conversions and apply winning content instantly across the app outside the app development process.



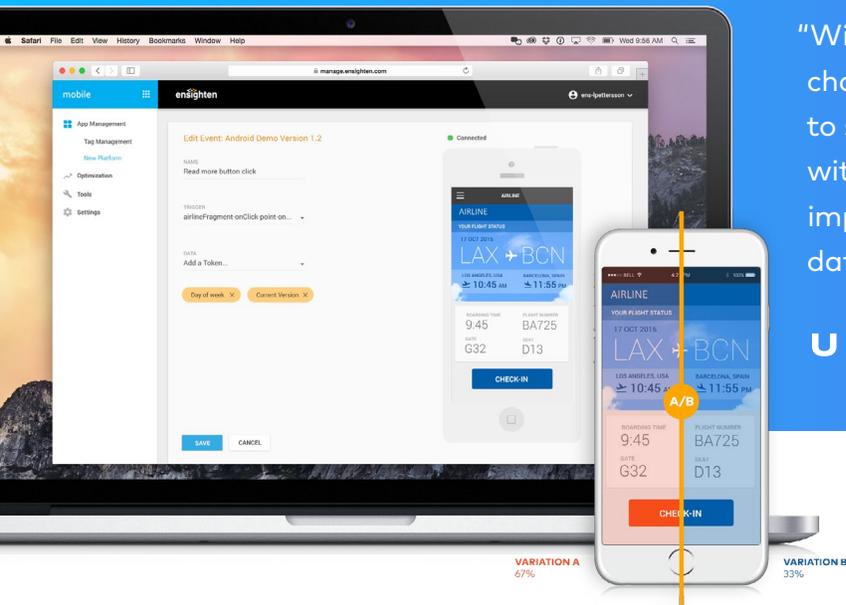
### MOBILE APP TAG MANAGEMENT

Extend web analytics and other third-party technologies to native mobile apps. Easily try out new technologies leveraging a test-and-learn approach, without pre-planning for every tagging scenario upfront. Gain insightful metrics about user behavior in real time and apply these toward boosting app engagement and adoption.



### REAL-TIME MOBILE APP MARKETING

Power app marketing in real time. Marketers can immediately respond to data-driven insights, with zero reliance on the app store submission process and consumer updates. Leverage your precious app development resources only for technical needs, and let marketers handle app content and tagging changes.



"Without Ensignten, making tagging or content changes to the app would typically take three to six months. With Ensignten, we can operate with Web-like agility in native app environments, improving app experiences and leveraging app data we just couldn't get our hands on before."

**UNITED** 

**Pamela Dornan**  
Digital Solutions Architect

## WITH ENSIGHTEN MOBILE, YOU CAN:

- Go beyond the basic app analytics provided with Ensignten Manage, the industry's leading enterprise tag management system, and implement robust real-time analytics for mobile apps, all through a unified platform
- Make tagging and content changes in real time, without relying on app developers to recompile the app or waiting for users to download a new version from the app store
- Try out third-party mobile app marketing technologies and easily swap them as needed
- Use A/B and multivariate tests to understand app content effectiveness and optimize for higher app conversion and engagement rates
- Insert promotions and campaigns into your app without relying on app development cycles or the app store approval process
- Unify tagging and data across Web and mobile app properties through one interface
- Enforce mobile app tagging workflows across business and technical teams

## TRUSTED BY



## ABOUT ENSIGHTEN

Ensignten enables global brands to simplify the management of their data and technology investments so they can orchestrate smarter interactions across touch points. Ensignten's leading customer data platform delivers enterprise tag management; robust profile creation and management; and powerful omni-channel data collection capabilities that bridge customer behavior information from web, mobile, digital advertising, Internet of Things (IoT) and offline sources. Using Ensignten, organizations can leverage rich, first-party customer data and profiles to fuel personalization and enhanced insight using their existing technology investments. Ensignten delivers industry best privacy and security safeguards, unparalleled scale and performance, and the deep integration with the broader digital marketing eco-system. Select customers include CDW, Hearst Corp., The Home Depot, Microsoft, State Farm, United Airlines and T-Mobile. Ensignten is headquartered in San Jose with offices in London, Sydney and San Diego.

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